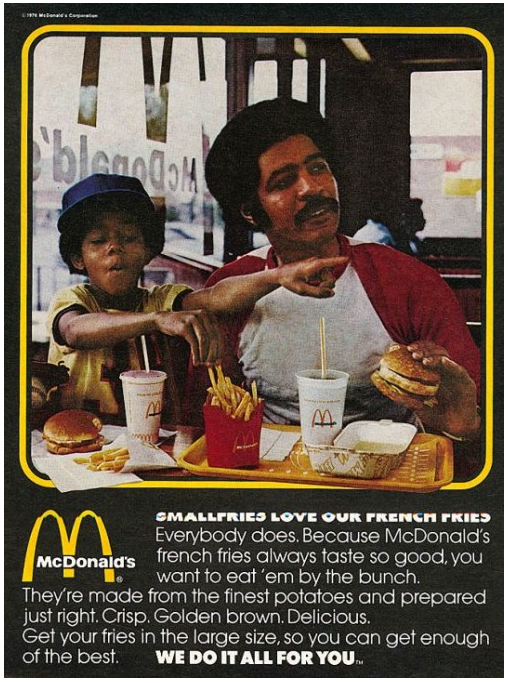
**A1 Language & Literature Gr.11 HL**

Write a comparative analyses of the two ads found below. Keep in mind the rhetorical devices (ethos, pathos, logos) and advertising techniques (such as glittering generalities) discussed in class. Also keep in mind the main points of textual analysis.



1970s McDonald’s Ad.

(Magazine print advertisement.)



2010 McDonald’s Ad.

(Magazine print advertisement)